

3 April 1950

Program Director  
Broadcasting Station WNEW  
New York, New York

Dear Sir,

We here at WYBC recently incorporated a new feature in our sign off procedure which should be of interest to you. We have found that there is a large number of students here on the Yale campus who listen to their radios after our one a. m. sign off time. As a special service to these members of our audience we now recommend in our sign off that they tune in to WNEW for their after hours listening.

Cordially,

THE YALE BROADCASTING COMPANY

Howard Eaton, Jr.  
Program Director

HE/ct



PREPARED BY

HAROLD CABOT & CO. INC.

*Advertising*

W.L. Douglas Shoe Co.

Job Order #A-3596

Yale

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What's afoot this <sup>WINTER?</sup> ~~fall~~? Well, men, keep your eyes peeled as you stroll to and from classes and you'll notice that rugged, casual, moccasin-type shoes are among the most popular things afoot on the campus! They're perfect with brown tweeds and bright plaid wool argyle socks. And you'll find a complete selection of these and other popular ~~fall~~ Winter style-leaders at your W.L. Douglas Shoe Store, One twenty Church Street...Telephone 8-0409. Douglas Shoes are fine shoes...made of top-quality, selected leathers by master craftsmen...and shaped over lasts that fit every curve of your foot! Priced from nine forty-five to twelve fifty! For more comfort...longer service...buy W.L. Douglas Shoes!

APPROVED BY mmv

DATE \_\_\_\_\_